

What is claimed is:

1. A method of initializing a player tracking unit on a gaming machine, the method comprising:
 - 5 establishing communications with a player tracking server;
 - loading a player tracking protocol for communicating with said player tracking server from among a plurality of different player tracking protocols;
 - establishing communications with a master gaming controller on a gaming machine;
 - 10 loading a gaming machine protocol for communicating with a master gaming controller on said gaming machine from among a plurality of different gaming machine protocols; and
 - performing one or more player tracking functions.
- 15 2. The method of claim 1, further comprising:
sending said gaming information to the player tracking server.
3. The method of claim 1, further comprising:
determining the player tracking server type.
- 20 4. The method of claim 1, further comprising:
determining the gaming machine type.
5. The method of claim 1, further comprising:
25 determining one or more peripheral device types.
6. The method of claim 1, further comprising:
determining a plurality of player tracking functions to execute on the player tracking unit and configuring the player tracking unit to execute said plurality of
30 player tracking functions.
7. A method of designing a player tracking unit:
selecting a gaming machine type;
selecting one or more peripheral device types;

consulting a table of standard dimensions and a table of standard layout types for designing a housing enclosing the player tracking unit that conforms to the gaming machine type and the peripheral device types;

selecting housing dimensions and a housing layout type for said housing;

5 consulting a table of standard dimensions and standard attachment means for mounting each peripheral device type to said housing; and

selecting a standard dimension and standard attachment means for each peripheral device type.

10 8. The method of claim 7, further comprising:

consulting a table of standard dimensions and a standard layout types for designing a housing enclosing a logic device designed or configured to collect data from the gaming machine type and

15 selecting a logic device housing dimension and a logic device layout type conforming to the gaming machine type.

9. A method of designing and producing a player tracking unit for installation in a gaming machine, the method comprising:

identifying one or more components to be included in the player tracking unit;

20 defining a housing for the player tracking unit, which housing is designed having dimensions conforming to dimensions specified in a standard for player tracking units in gaming machines; and

producing the player tracking unit having the defined housing and one or more components.

25

10. The method of claim 9, further comprising:

defining an arrangement of the one or more components with respect to one another in housing, wherein the arrangement conforms to said standard for player tracking units in gaming machines.

30

11. The method of claim 10, wherein the player tracking unit is an after market unit for the gaming machine.

12. A method of configuring a player tracking device, the method comprising:

Loading initial player tracking software;
establishing a communication connection with a remote server;
downloading at least one of additional player tracking software or player
tracking software settings from said remote server; and
5 modifying the initial player tracking software using the additional player
tracking software or the player tracking settings;
performing one or more player tracking functions using said modified player
tracking software.

10